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Broward Edition



the ALLIANCE

Broward County, South Florida – The Perfect Climate for Business or Anything Else.

MAY 2005

The Broward Alliance bi-monthly newsletter on economic development

City Profile Miramar



The City of Miramar's Town Center is a 54-acre site located in the geographical heart of Miramar. The new City Hall is located in the Town Center and will be joined by a Cultural Center/Arts Park and a Community Library/Educational Complex. In addition, the public will soon be able to access the new offices of the Miramar/Pembroke Pines Regional Chamber of Commerce and a Small Business Development Center at the Town Center. The private development portion of the site will be developed using Traditional Neighborhood Design Standards and will include a mix of residential, restaurant, retail and office uses.

The Cultural Center/Arts Park will be built adjacent to City Hall. It will include a Lobby-Gallery, Exhibit Hall, Fine Arts Gallery, Banquet-Lecture Hall, Performance Hall, Dance Studio, and Arts and Crafts Studio. The Banquet-Lecture hall will be 4,500 square feet, and can be divided into three 1,500 square foot rooms, serviced by a 1,800 square foot full-service, "state-of-the-art" kitchen. The Cultural Center/Arts Park will include a Botanical Garden and winding botanically landscaped "Emerald Necklace", walking and bicycling pathway.

The planned Community Library-Education Complex to the north of the City Hall will be a 3-story, 72,000 square-foot facility. The first floor includes a Broward County Library facility while the other two stories will house satellite campuses for Broward Community College and Nova Southeastern University.

The Miramar/Pembroke Pines Regional Chamber of Commerce and a Small Business Development Center is planned to be co-located with the Economic Development and Revitalization office in the City Hall Complex.

A parking garage providing 1,250 spaces will also house a Transit Hub featuring Broward and Miami-Dade County Mass Transit Bus service, as well as, the City's Community Bus Service.

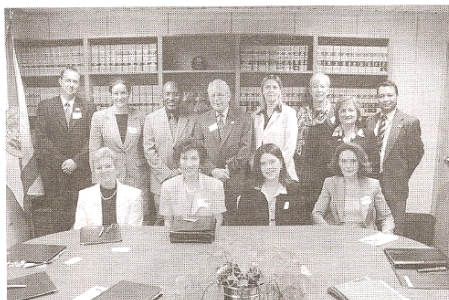
The Miramar Town Center is envisioned as an idyllic traditional downtown with pedestrian oriented streets, beautiful Mediterranean revival architecture, "main street" storefronts and waterfront views. The Miramar Town Center will serve as the gathering place for the residents of Miramar to celebrate the rich cultural heritage of the community.

Contact: Shaven Mohamed 954.602.3259

Canadian Trade Ministers Hosted

Broward County Office of Economic Development hosted a delegation of senior Trade Commissioners from the Canadian Consul General's office. The day-long visit included meetings with Norm Taylor, Director of Broward County's Office of Economic Development and representatives from Nova Southeastern University, for an overview of the LAMBDA Rail and the NSU Academic Village. Discussions included other possible partnerships with Canadian Education Institutions. The visit also included a luncheon at the Tower Club with 30 business leaders and other local organizations, such as The Broward Alliance, International Business Council, and Sister Cities. Sophie

Mastriano, owner of Vessel Builders a new manufacturing facility located in Dania, welcomed the delegation. Ken Krauter, Director of Port Everglades and a native Canadian, gave a presentation about the Port and the possibilities of increasing business between Broward County and Canada. Meetings followed with a tour of the Port and International Warehousing Services and ended with a meeting with



Representatives of the Broward County Office of Economic Development, The Broward Alliance, and Canadian Government Officials and Educators gather prior to lunch at the Tower Club.

the International Swimming Hall of Fame and boat tour of downtown Fort Lauderdale.

The delegation was led by Sophie Legendre, Consul and Senior Trade Commissioner of Canada, who emphasized the importance of having Broward County as a partner in economic development and trade.

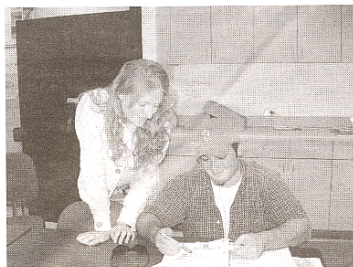
For more information contact Edgar Tapia at 954.357.6109.

FAU Students Tackle VisionBROWARD

"In working on the VisionBROWARD project, I have had the opportunity to experience the challenge of creating solutions and action plans that address the County's needs. In past course experiences, I have only had the opportunity to think about the visions and objectives, which is easier. Actually manifesting a strategy of implementation is a great exercise of the mind," said Brooke Joy Waszak, a senior at FAU, in the Department of Urban & Regional Planning.

Waszak is one of twenty students mapping a path for the successful implementation of some of the recommendations that came out of VisionBROWARD, the County visioning process for continued economic development. Each student picked one of the recommendations to research and will provide a draft of steps and strategies for implementation.

Planning and Implementation Strategies is an undergraduate course for Regional Planning majors at FAU. Almost all of the students lacked experience in the specific area of the VisionBROWARD recommendation they were working on. "I'm a strong believer in linking urban planning strategy to avoid planning dilemmas and situations, to provide benefits both to the community and the overall



Mehgan Liller and Shawn Alavo, students in the Planning Implementation Strategies class.

learning process," said James Carras, Principal, Carras Community Investment, Inc., who teaches this course. "As some of the VisionBROWARD recommendations were innovative, students faced the challenges of creativity, as there was no information that could be retrofitted," he concluded.

Contact James Carras at 954.525.2613

Plantation Unveils New Strategy

You may be seeing new advertisements, brochures and events featuring Plantation, all in the name of economic development.

The City's Economic Development division just completed a 3-year marketing strategy, which sets the path for advertising and promotion of the City over the next 3 years. The goal of this plan is to increase investment and consumer spending in the City, while retaining existing businesses.

In developing the plan, several members of the business community shared their expertise by participating in two marketing strategy workshops. The outcome of which is a plan that will help the City and its businesses increase revenues by attracting the most compatible businesses, development and consumers to the City. The new marketing strategy can be viewed on the City's economic development website.

Visit: www.plantation.org



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For more information contact
Piper Weber, Workforce One
954.535.2300, Ext 0329 – Florida Relay #711
pweber@wf1broward.org